

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W  
-----211416Z 044051 /42

R 210932Z APR 77  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1372

UNCLAS SECTION 1 OF 2 BANGKOK 8695

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI

REF: USDOC 4809

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: 0150100  
4. CENTRAL DEPARTMENT STORE LTD.  
4A. CODE: K  
5. 306 SILOM ROAD, P.O. BOX 471  
6. BANGKOK, THAILAND  
7. ESTABL: 1947 8. EMPL: 1,800 9. SIZE: (18-X) VERY LARGE  
10. REPUTATION: (22-X) EXCELLENT  
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN  
ORDER OF IMPORTANCE: LOCAL  
12. RPT.DATE: 04/77  
13A. 53110 DEPARTMENT STORE  
13B. 54110 SUPERMARKET  
14. CONTACT: MR. SAMRIT CHIRATHIVAT TITLE: MANAGING DIRECTOR  
15. CABLE: CETRAC BANGKOK 16. TELEX: CETRAC TH 2768  
17. TEL. 233-6930  
18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK;  
BANGKOK METROPOLITAN BANK LTD., 48 RAJAWONGSE ROAD,  
BANGKOK.  
19. TRADE REFS: HELENA RUBINSTEIN INC., 767 FIFTH AVENUE,  
NEW YORK, N.Y. 10022; BLUE BELL INC., 929 EMPIRE STATE  
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BUILDING, NEW YORK, N.Y. 10001; MANHATTAN INTERNATIONAL,  
1271 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10020;  
VANITY FAIR MILLS INC., 640 FIFTH AVENUE, NEW YORK,  
N.Y. 10019; LOVABLE INTERNATIONAL, 200 MADISON  
AVENUE, NEW YORK, N.Y. 10016

20. AGENCY REP: HELENA RUBINSTEIN INC., 767 FIFTH AVE., NEW

YORK, N.Y. 10022, COSMETICS; BLUE BELL INC., 929 EMPIRE STATE BLDG., NEW YORK, N.Y. 10001, JEANS AND WEARING APPARELS; MANHATTAN INTERNATIONAL, 1271 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10020, MEN'S WEAR, UNDERWEAR; VANITY FAIR MILLS INC., 640 FIFTH AVE., NEW YORK, N.Y. 10019, LINGERIE AND UNDERWEAR; ANSON INC., MIAMI, FLORIDA, MEN'S AND LADIES' JEWELRY, WRITING INSTRUMENTS, GIFT SPECIALTIES; LOVABLE INTERNATIONAL, NEW YORK, N.Y., LINGERIE AND UNDERWEAR; BALI BRASSIERE CO., NEW YORK, N.Y., LINGERIE AND UNDERWEAR; H. GOODMAN & SONS, NEW YORK, N.Y., HAIR ACCESSORIES; REVELL INC., VENICE, CALIFORNIA, TOYS AND MODEL KITS; VICTORIA VOGUE INC., BROOKLYN, N.Y., POWDER PUFFS; BURLINGTON INDUSTRIES, NEW YORK, N.Y., MEN'S SOCKS AND DOMESTIC PRODUCTS; DAN RIVER INTERNATIONAL, NEW YORK, N.Y., DOMESTIC PRODUCTS; C.M. OFFRAYS, NEW YORK, N.Y., RIBBONS; THE WEST BEND CO., WEST BEND, WISCONSIN, COOKWARE; FIELDCREST MILLS INTERNATIONAL INC., NEW YORK, N.Y., DOMESTIC PRODUCTS; AJAX HARDWARE CORP., LOS ANGELES, CALIF., FURNITURE FITTINGS; STYLEBUILT ACCESSORIES INC., CORONA, N.Y., BATH AND BOUDOIR ACCESSORIES; SWANK INC., NEW YORK, N.Y., MEN'S ACCESSORIES; IMPERIAL WALLCOVERINGS, CLEVELAND, OHIO, WALLPAPERS; WARNACO INT'L, BRIDGEPORT, CONN., LINGERIE AND UNDERWEAR; ONEIDA LTD., ONEIDA, N.Y., SILVERPLATED TABLEWARE; RUST CRAFT GREETING CARDS, DEDHAM, MASS., GREETING CARDS; BUZZA, CINCINNATI, OHIO, GREETING CARDS; WESTAB, SANTA CLARA, CALIF., STATIONERY; NORCROSS INC., WEST CHESTER, PENN., GREETING CARDS AND STATIONERY; JOCKEY INT'L INC., KENOSHA, WISCONSIN, MEN'S UNDERWEAR/SPORTS-WEAR; MAIDENFORM INC., NEW YORK, N.Y., LINGERIE AND UNDERWEAR; UNCLASSIFIED

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HANG TEN INT'L, SAN DIEGO, CALIF., SPORTSWEAR; PEZ INT'L, WIEN, AUSTRIA, CONFECTIONERY; LIFE SAVERS (AUSTRALIA) LTD., SYDNEY, AUSTRALIA, CHOCOLATES; ORTH PLAST, COPENHAGEN, DENMARK, BRUSHES; LEGO SYSTEMS, BILLUND, DENMARK, TOYS; THE JAEGER CO. LTD., NORFOLK, ENGLAND, MEN'S SOCKS; SHILTON LTD., LONDON, ENGLAND, LADIES' HANDBAGS; KIGU LTD., LONDON, ENGLAND, GIFT ITEMS; D. BYFORD & CO. LTD., LEICESTER, ENGLAND, MEN'S SOCKS; METTOY PLAYCRAFT LTD., NORTHAMPTON, ENGLAND, TOYS; G.B. KETN & SONS LTD., LONDON, ENGLAND, BRUSHES; SCHOLL (UK) LTD., LONDON, ENGLAND, SANDALS AND CLOGS; PARFUM REVILLON, PARIS, FRANCE, LOTION; JEAN PATOU, PARIS, FRANCE, PERFUME; PERFUME HERMES, LEVALLAIS PERRET, FRANCE, PERFUME; MAURER & WIRTZ, STOLBERG, GERMANY, TABAC ORIGINALS MEN'S COSMETICS; KOBAYASHI IND. CO. LTD., TSUBAME NIIGATA, JAPAN,

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INFO OCT-01 ISO-00 EB-08 /018 W  
-----211418Z 043969 /42

R 210932Z APR 77  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1373

UNCLAS SECTION 2 OF 2 BANGKOK 8695

LUCKYWOOD STAINLESS STEEL TABLEWARE; CHOCOLATS FJORD S.A.,  
GENEVE, SWITZERLAND, CHOCOLATES; LINDT & SPRUNGLI LTD.,  
ZURICH, SWITZERLAND, CHOCOLATES.

21. CENTRAL DEPARTMENT STORE WAS ESTABLISHED IN 1947 BY THE  
LATE MR. TIENG CHIRATIVAT AND WAS REORGANIZED IN 1968 AS A  
CORPORATION WITH AN AUTHORIZED CAPITAL OF US\$500,000. IT  
ACTS AS IMPORTER, DISTRIBUTOR AND RETAILER OF COSMETICS,  
HOUSEHOLD ARTICLES, CONFECTIONERY, COSTUME JEWELRY,  
SUNGLASSES, WATCHES AND CLOCKS, ELECTRICAL APPLIANCES, SOUND  
EQUIPMENT, RADIO AND TELEVISION SETS, HARDWARE ITEMS,  
DECORATION MATERIALS, TABLEWARE, BOOKS, STATIONERY, TOYS,  
WEARING APPARELS, BABY FOOD, ETC. MAINLY FOR RETAIL SALE BY  
ITS THREE DEPARTMENT STORES AND FOR WHOLESALE DISTRIBUTION  
TO LOCAL DEALERS THROUGHOUT THE COUNTRY. MOST OF ITS  
IMPORTS IS FROM U.S., EUROPE, AUSTRALIA, JAPAN, TAIWAN, HONG  
KONG, INDIA, AND PAKISTAN. IT OWNS THREE BUILDINGS IN WELL-  
PLACED SITES IN BUSY AREAS OF BANGKOK: SOTRE NO.1 (SILOM  
ROAD) MEASURES 9,000 SQ.METERS WITH 1976 SALES AT US\$7.38  
MILLION; STORE NO.2 (CHIDLOM ROAD) HAS 20,000 SQ.METERS AND  
1976 SALES OF US\$12.3 MILLION AND STORE NO.3 (WANG BURAPA  
ROAD) WITH 4,000 SQ.METERS REPORTED ITS 1976 SALES AT US\$3.45  
MILLION. COMPANY'S WHOLESALE OPERATION LAST YEAR REPORTED  
ITS ANNUAL SALES AT US\$6.4 MILLION. IT HAS A TOTAL OF 1,800  
EMPLOYEES INCLUDING THIRTY TRAVELLING SALESMEN. ITS TOTAL  
SALES FOR 1976 OF \$29.5 MILLION WAS 50 PERCENT ABOVE THE  
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SALES REPORTED TO EMBASSY IN 1975. A NEW BUILDING OF  
17,000 SQ.METERS ADJACENT TO THE SILOM STORE (STORE NO.1)  
IS UNDER CONSTRUCTION AND ITS COMPLETION IS SCHEDULED TO  
COINCIDE WITH THE OPENING OF ITS FOURTH STORE OF 10,000

SQ.METERS IN THONBURI EARLY IN 1978. CENTRAL DEPARTMENT STORE PLANS TO OPEN ITS OWN BUYING OFFICES IN SAN FRANCISCO IN MID-1977. AT PRESENT, ITS U.S. PROCUREMENT PROGRAM IS ASSISTED BY FRANZ WEISSBLATT, INC., 79 MAIN STREET, NYACK, NEW YORK 10960, AND FIL-AMERICAN TRADING CO., INC., 820 MISSION STREET, SAN FRANCISCO, CALIF. 94103. IT IS CURRENTLY NEGOTIATING AN OUTRIGHT PURCHASE OF HOLIDAY MART IN HONOLULU AND HANDY ANDY STORES (A SAN ANTONIO, TEXAS, BASED 42 FOOD STORE CHAIN). IT ENJOYS A VERY GOOD REPUTATION AMONG LOCAL BUSINESS AND BANKING CIRCLES. A LOCAL BANK REPORTS FAVORABLY ON SUBJECT FIRM, STATING THAT CREDIT FACILITIES HAVE BEEN USED TO THE BANK'S SATISFACTION AND ITS FINANCIAL STANDING IS GOOD. IT IS CONSIDERED TO BE AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

2. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY  
AT: AMEMBASSY BANGKOK  
WHITEHOUSE

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## Message Attributes

**Automatic Decaptioning:** X  
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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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